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GO GREEN INITIATIVE FOUNDER JOINS CHINESE ENVIRONMENTAL GROUP

Jill Buck, founder and executive director of the Go Green Initiative, will be the first American member of the Downons Enterprise Institute's China Green Companies Program.

The Downons Enterprise Institute (DEI) is a not-for-profit, non-governmental think tank dedicated to conducting independent research related to Chinese entrepreneurs and their business practices. It is sponsored by China Entrepreneur Club (CEC), an independent, not-for-profit, and national membership organization committed to advancing social progress through promoting entrepreneurship in China.

Buck will be working with DEI on issues relating to global warming, environmental protection, corporate social responsibility and sustainable development. She is the first American to be asked to join DEI's China Green Companies Program.

"Environmental education and protection is not an American issue—it is a global issue," said Buck. "I was very pleased to be asked to join this new effort in China. I'm pleased that the Chinese business community is taking the lead in this area and hope that I can help them find ways to help their businesses be successful without harming the global environment."

According to the leaders of DEI, China's business community is seriously concerned about environmental protection, climate change, and sustainability. As a result, Downons Enterprise Institute (DEI) is launching a long-term program called "China Green Companies." The program will evaluate environmental, social, and economic strategy of Chinese companies; disseminate "Best Practices" in creating green companies to Chinese

companies; promote the transformation of business strategy of Chinese companies; and provide valuable investment guide for investors in Chinese market.

About Jill Buck

Jill Buck founded the Go Green Initiative (www.gogreeninitiative.org) in 2002, which is now the largest and fastest growing comprehensive environmental education program in the world, operating in 40 U.S. states, Europe, Mexico, and Africa. The program has been endorsed by the National School Boards Association (NSBA), National Recycling Coalition, 8 State PTA's, California Integrated Waste Management Board, California Resource Recovery Association, and many more. Jill is a featured speaker at public policy, political, environmental, and PTA conventions across the country, and has been featured in such publications as U.S. Mayor, NSBA newsletter, Working Mother Magazine, Women's Health Magazine, Diablo Magazine's "Women to Watch". Jill owns her own business, Buck Consulting (www.jillbuckconsulting.com), which helps businesses "go green", and is one of the nation's leading advocates of free market solutions for environmental protection issues.

About the Go Green Initiative

The Go Green Initiative is the nation's fastest growing fully comprehensive environmental action plan for schools. By promoting environmental stewardship on campuses from elementary schools through universities, Go Green works to involve families, businesses and local governments in the common goal of protecting human health through environmental stewardship. Since its inception in July 2002, the Go Green Initiative has been endorsed by the National School Boards Association, National Recycling Coalition, adopted by six State PTA Boards, implemented in 40 states and nearly 700 schools, along with schools in Europe, Mexico, and Africa. There are currently over 1 million students and teachers in registered Go Green schools.

More information is available online at www.GoGreenInitiative.org.

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